

CLAIMS

We Claim:

1. A method of providing targeted advertising, comprising the steps  
of:  
receiving information indicating a user selected category request for  
targeted advertising;  
identifying a first advertisement corresponding to said category request; and  
providing said first advertisement.
2. A method according to claim 1, wherein:  
said step of receiving includes receiving a URL, said URL includes a first  
attribute and a second attribute concatenated in said URL; and  
said step of identifying includes using at least a portion of said URL to find  
said first advertisement.
3. A method according to claim 1, wherein:  
said category request includes a request for a category and a subcategory.
4. A method according to claim 1, wherein:  
said first advertisement is a banner ad for a web page.
5. A method according to claim 4, further comprising:  
displaying said advertisement on a client device.
6. A method according to claim 4, wherein:  
said first attribute is received at a server from a client device; and  
said step of providing includes communicating said advertisement from  
said server to said client device.

1           7.     A method according to claim 1, further comprising the steps of:  
2           receiving a second attribute indicating a property of a client device, said  
3     step of receiving information includes receiving a first attribute, said first attribute  
4     indicates said user selected category request; and  
5           retrieving a third attribute indicating an index, said step of identifying is  
6     based on said second attribute and said third attribute.

1           8.     A method according to claim 7, wherein:  
2           said second attribute is selected by a publisher capable of controlling  
3     environmental characteristics of said client device;  
4           said first attribute, said second attribute and said third attribute are received  
5     from said client device; and  
6           said step of providing includes communicating said first advertisement to  
7     said client device.

1           9.     A method according to claim 7, wherein:  
2           said second attribute is selected by a server;  
3           said first advertisement is stored at said server; and  
4           said step of providing includes communicating said first advertisement  
5     from said server.

1           10.    A method according to claim 7, wherein:  
2           said second attribute is transient.

1           11.    A method according to claim 7, wherein:  
2           said second attribute is permanent.

1           12.    A method according to claim 7, wherein:  
2           said first, second and third attributes are represented by bit patterns.

1 13. A method according to claim 7, wherein said first, second and third  
2 attributes are stored in one or more cookies.

1 14. A method according to claim 13, wherein:  
2 said one or more cookies reside on a server remote from said client; and  
3 said step of providing includes communicating said first advertisement  
4 from said server to said client for display on said client.

1 15. A method according to claim 13, wherein:  
2 said one or more cookies reside on a client device; and  
3 said step of providing includes communicating said first advertisement  
4 from a server to said client for display on said client.

1 16. A method according to claim 1, further comprising the steps of:  
2 receiving a request for a next advertisement corresponding to said user  
3 selected category request;  
4 identifying said next advertisement; and  
5 providing said next advertisement.

1 17. A method according to claim 1, further comprising the steps of:  
2 receiving a request for a previous advertisement corresponding to said user  
3 selected category request;  
4 identifying said previous advertisement; and  
5 providing said previous advertisement.

1 18. A method according to claim 1, wherein:  
2 said step of providing includes communicating said first advertisement to  
3 a client device; and  
4 said client device includes an interactive television.

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1           19.    A method according to claim 1, wherein:  
2           said step of providing includes communicating said first advertisement to  
3   a client device; and  
4           said client device includes a mobile computing device.

1           20.    A method according to claim 1, wherein:  
2           said step of providing includes communicating said first advertisement to  
3   a client device; and  
4           said client device includes a personal information manager..

1           21.    A method according to claim 1, wherein:  
2           said step of providing includes communicating said first advertisement to  
3   a client device; and  
4           said client device includes a computer displaying a web site.

1           22.    A method according to claim 1, wherein:  
2           said step of providing includes communicating said first advertisement to  
3   a client device; and  
4           said client device includes a cellular telephone.

1           23.    A method according to claim 1, further comprising the steps of:  
2           displaying a content selection interface at a client, said content selection  
3   interface includes a category selection device;  
4           receiving said user selected category request based on said category  
5   selection device; and  
6           communicating said user selected category request from said client to a  
7   server, said server performs said step of receiving a first attribute.

1           24.    A method according to claim 23, wherein:

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2 said step of identifying is performed without making use of user profile  
3 information..

1 31. A method according to claim 1, wherein:  
2 said step of providing includes only providing advertisements that  
3 correspond to said user selected category request.

1 32. One or more processor readable storage devices having processor  
2 readable code embodied on said processor readable storage devices, said processor  
3 readable code for programming one or more processors to perform a method,  
4 comprising the steps of:

5 receiving information indicative of a user selected category request;  
6 identifying a first advertisement corresponding to said category request; and  
7 providing said first advertisement.

1 33. One or more processor readable storage devices according to claim  
2 32, wherein:  
3 said first advertisement is a banner ad on a web page.

1 34. One or more processor readable storage devices according to claim  
2 33, wherein:  
3 said step of receiving information includes receiving a URL, said URL  
4 includes a first attribute and a second attribute concatenated in said URL, said first  
5 attribute identifies said user selected category request; and  
6 said step of identifying includes using at least a portion of said URL as an  
7 explicit identification of a location within a file system to find said first  
8 advertisement.

1 35. One or more processor readable storage devices according to claim  
2 33, wherein said method further comprises the steps of:

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retrieving a third attribute indicating an index, said step of identifying is based on said second attribute and said third attribute.

receiving a request for a next advertisement corresponding to said user selected category request;

identifying said next advertisement; and  
providing said next advertisement.

one or more processors;

a communication interface in communication with said one or more processors and a network; and

one or more storage devices in communication with said one or more processors, said one or more storage devices store content, said one or more processors programmed to preform a method comprising the steps of:

receiving information indicative of a user selected category request,  
identifying a first advertisement corresponding to said category  
request, and

providing/said first advertisement.

38. An apparatus according to claim 37, wherein:  
said first advertisement is a banner ad for a web page.

39. An apparatus according to claim 37, wherein:

5           said step of identifying includes using at least a portion of said URL as an  
6           explicit identification of a location within a file system to find said first targeted  
7           advertisement.

3 receiving a second attribute indicating a property of a client device, said  
4 step of receiving information includes receiving a first attribute, said first attribute  
5 indicates said user selected category request; and

1            41.    An apparatus according to claim 40, wherein said method further  
2 comprises the steps of:

5 identifying said next advertisement; and  
6 providing said next targeted advertisement.

3 displaying a user interface;  
4 receiving a selection of a category using said user interface; and  
5 displaying a first advertisement corresponding to said category.

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2 said steps of displaying a user interface, receiving and displaying a first  
3 advertisement are performed in real time.

1 44. A method according to claim 42, wherein:  
2 said user interface is displayed in a publisher page; and  
3 said first advertisement is displayed in said publisher page.

1 45. A method according to claim 42, further comprising the steps of:  
2 requesting said first advertisement based on said category; and  
3 receiving said first advertisement from a server.

1 46. A method according to claim 45, wherein:  
2 said step of requesting includes sending a set of attributes concatenated in  
3 a URL, said attributes identify said first advertisement.

1 47. A method according to claim 45, wherein:  
2 said step of requesting includes sending a first attribute, a second attribute  
3 and a third attribute;  
4 said first attribute pertains to said category;  
5 said second attribute pertains to one or more properties;  
6 said third attribute pertains to an index for said category; and  
7 said first attribute, said second attribute and said third attribute identify said  
8 first advertisement.

1 48. A method according to claim 42, wherein:  
2 said user interface includes a category selection device; and  
3 said step of receiving a selection uses said category selection device.

1 49. A method according to claim 48, wherein:  
2 said category selection device includes a text box.

1 50. A method according to claim 48, wherein:  
2 said category selection device includes a pull down menu.

1 51. A method according to claim 48, wherein:  
2 said first advertisement is an ad for a web site.

1 52. A method according to claim 51, further including the steps of:  
2 displaying a first content page, said step of displaying said user interface is  
3 part of said step of displaying a first content page;  
4 displaying a second content page;  
5 sending a request for a second advertisement corresponding to said  
6 category;  
7 receiving said second advertisement; and  
8 displaying said second advertisement with said second content page.

1 53. A method according to claim 52, wherein said step of displaying a  
2 first content page includes the steps of:  
3 displaying content;  
4 determining whether valid selection information exists;  
5 displaying a targeted advertisement if valid selection information exists;  
6 and  
7 displaying a non-targeted advertisement if valid selection information is not  
8 found.

1 54. A method according to claim 53, wherein:  
2 said step of determining includes looking for a valid cookie.

1 55. A method according to claim 54, further comprising the steps of:  
2 receiving a vote about said first advertisement;

3 adding said vote to a tally of votes; and  
4 displaying information about said tally of votes.

1 56. An apparatus, comprising:  
2 one or more processors;  
3 a communication interface in communication with said one or more  
4 processors and a network; and  
5 one or more storage devices in communication with said one or more  
6 processors, said one or more storage devices store content, said one or more  
7 processors programmed to preform a method comprising the steps of:  
8 displaying a user interface,  
9 receiving a selection of a category using said user interface, and  
10 displaying a first advertisement for said category.

1 57. An apparatus according to claim 56, wherein:  
2 said first advertisement is a banner ad for a web page.

1 58. An apparatus according to claim 57, wherein said method further  
2 comprises the steps of:  
3 requesting said first advertisement based on said category; and  
4 receiving said first advertisement from a server.

1 59. An apparatus according to claim 57, wherein:  
2 said step of requesting includes sending a set of attributes concatenated in  
3 a URL, said attributes identify said first advertisement.

1 60. An apparatus according to claim 57, wherein:  
2 said step of requesting includes sending a first attribute, a second attribute  
3 and a third attribute;  
4 said first attribute pertains to said category;

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5 said second attribute pertains to one or more properties; and  
6 said third attribute pertains to an index for said category.

1 61. An apparatus according to claim 57, wherein:  
2 said user interface includes a category selection device; and  
3 said step of receiving a selection uses said category selection device.

1 62. An apparatus according to claim 56, wherein said method further  
2 comprises the steps of:

3 displaying a first publisher's page, said step of displaying said user interface  
4 is part of said step of displaying a first publisher's page, said step of displaying a  
5 first advertisement includes displaying said first advertisement on said first  
6 publisher's page;

7 displaying a second publisher's page;

8 sending a request for a second advertisement based on said category;

9 receiving said second advertisement; and

10 displaying said second advertisement on said second publisher's page.

1 63. An apparatus according to claim 62, wherein said step of displaying  
2 a first publisher's page includes the steps of:

3 displaying content;

4 determining whether valid selection information exists;

5 displaying a targeted advertisement if valid selection information exists;

6 and

7 displaying a non-targeted advertisement if valid selection information is not  
8 found.

1 64. A method for locating content, comprising:

2 retrieving a set of two or more attributes from at least one cookie;

3 combining said attributes;

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69. A method according to claim 68, wherein:  
said first attribute corresponds to a first bit pattern; and  
said second attribute corresponds to a second bit pattern.

1           70.    A method according to claim 64, wherein:  
2           said attributes include a first attribute and a second attribute; and  
3           said first attribute and said second attribute are stored in one or more  
4           cookies.

1           71.    A method according to claim 64, wherein:  
2           said steps of combining and forming are performed by a client remote from  
3           said server; and  
4           said one or more cookies reside on said client device.

1           72.    A method according to claim 64, wherein:  
2           said steps of combining and forming are performed by a client remote from  
3           said server; and  
4           said one or more cookies reside on said server.

1           73.    An apparatus, comprising:  
2           one or more processors,  
3           a communication interface in communication with said one or more  
4           processors and a network; and  
5           one or more storage devices in communication with said one or more  
6           processors, said one or more storage devices store content, said one or more  
7           processors programmed to preform a method comprising the steps of:  
8                 retrieving a set of two or more attributes from at least one cookie,  
9                 combining said attributes,  
10                forming a URL, said URL includes said combined attributes, and  
11                communicating said URL to a server in order to access targeted  
12           content.

1           74.    An apparatus according to claim 73, wherein said method further  
2 comprises the steps of:  
3           receiving said targeted content in response to said step of communicating;  
4   and  
5           reporting said targeted content.

1           75.    An apparatus according to claim 73, wherein:  
2           said attributes include a first attribute and a second attribute;  
3           said URL includes an identification of a host, said first attribute and said  
4 second attribute; and  
5           said URL includes an explicit identification of a location within a file  
6 system to find said content.

1           76.    An apparatus according to claim 73, wherein:  
2           said attributes include a first attribute and a second attribute; and  
3           said first attribute and said second attribute are stored in separate cookies.

1           77.    A method for providing content, comprising the steps of:  
2           determining whether one or more cookies store valid attribute data; and  
3           providing targeted content if said step of determining concludes that one or  
4 more cookies store valid attribute data.

1           78.    A method according to claim 77, further comprising the step of:  
2           providing alternate content if said step of determining does not conclude  
3 that one or more cookies store valid attribute data.

1           79.    A method according to claim 78, wherein said step of providing  
2 targeted content includes the steps of:  
3           adding said valid attribute data to a URL, said valid attribute data includes  
4 data from two or more cookies;

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5 communicating said URL to a server;  
6 receiving said targeted content from said server; and  
7 displaying said targeted content.

1 80. A method according to claim 78, wherein:  
2 said targeted content is a first advertisement pertaining to a first category;  
3 said valid attribute data corresponds to said first category; and  
4 said alternate content is a second advertisement that is not sorted by a  
5 category pertaining to said valid attribute data.

1 81. A method according to claim 77, wherein:  
2 said valid attribute data is represented by one or more bit patterns.

1 82. A method according to claim 77, wherein:  
2 said valid attribute data includes a first attribute, a second attribute and a  
3 third attribute;  
4 said first attribute is stored in a first cookies;  
5 said second attribute is stored in a second cookie; and  
6 said third attribute is stored in a third cookie.

1 83. An apparatus, comprising:  
2 one or more processors;  
3 a communication interface in communication with said one or more  
4 processors and a network; and  
5 one or more storage devices in communication with said one or more  
6 processors, said one or more storage devices store content, said one or more  
7 processors programmed to preform a method comprising the steps of:  
8 determining whether one or more cookies store valid attribute data,  
9 and



10 providing targeted content if said step of determining concludes that  
11 one or more cookies store valid attribute data.

1 84. An apparatus according to claim 83, wherein said method further  
2 comprises the step of:  
3 providing alternate content if said step of determining does not conclude  
4 that one or more cookies store valid attribute data.

2/ 1 85. An apparatus according to claim 83, wherein said step of providing  
2 targeted content includes the steps of:  
3 adding said valid attribute data to a URL, said valid attribute data includes  
4 data from two or more cookies;  
5 communicating said URL to a server;  
6 receiving said targeted content from said server; and  
7 displaying said targeted content.

1 86. An apparatus according to claim 85, wherein:  
2 said targeted content is a first advertisement pertaining to a first category;  
3 said valid attribute data corresponds to said first category; and  
4 said alternate content is a second advertisement that is not sorted by a  
5 category pertaining to said valid attribute data.